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MONTANA GUIDANCE NEWS AND VIEWS

September, 1969

State of Montana
Office of the Superintendent
of Public Instruction
Dolores Colburg, Superintendent
Helena, 59601

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Greetings From Your MPGA President
William McClaren, President
Flathead Valley Community College
Kalispell, Montana 59901

Let me take this opportunity to welcome all new and returning counselors in Montana. The Montana Personnel and Guidance Association is the professional organization for all counselors in the State. With over three hundred counselors our organization should be an effective force for education in Montana.

We have many critical issues facing our schools today in Montana and the nation. The counselors should be in a position to assist in the solutions of these issues. The Montana Personnel and Guidance Association would like to be able to assist counselors anyway possible in solving these problems.

I would urge each counselor in the State to join your state organization this year. Our only income is from memberships and this is needed for effective programs. Below is an application for membership.

With the assistance of many, we have planned a State Convention in Billings that should be worthwhile to all. We are fortunate to have our American Personnel and Guidance Association President, Dr. Merle Ohlsen, as banquet speaker on October 23. A program of this year's state meeting appears on page 2.

Hope to see all of you in Billings for our State Convention, October 23 and 24.

MONTANA PERSONNEL AND GUIDANCE ASSOCIATION
Application for Membership

Schedule of Fees

M.P.G.A. $5.00

Student membership in M.P.G.A. $2.00

Please type or print

Make checks payable to:
M.P.G.A.
Mr. Orvis Stenson
Secretary-Treasurer
Montana Personnel and Guidance Association
C. M. Russell High School
Great Falls, Montana 59401

Name_____ Phone_____

Address_____ City_____ Zip Code_____

( ) Student at:
or
( ) Employed by:_____ Phone_____

Address_____ City_____ Zip Code_____

Signed_____

Position_____

A Preview of Guidance Sectionals
To Be Held During MEA District Conventions
October 23, 24, 1969

Billings, MPGA State Meeting

THURSDAY, OCTOBER 23

*2:00-3:15 P.M.	Rural Guidance (program to be announced) Elementary Guidance (program to be announced) Junior and Senior High Guidance (program to be announced)
*3:30-5:00 P.M.	Business Meeting, Montana Personnel and Guidance Association
6:30 P.M.	No-host Social Hour
7:00 P.M.	Banquet Speaker: Dr. Merle Ohlsen, National President of American Personnel and Guidance Association Cost: $3.00 Place: Snow Ball Room, Rimrock Motel

FRIDAY, OCTOBER 24

7:30 A.M.	Breakfast, for all Counselors, hosted by American College Testing Program Speaker: Mr. Mark Ruger Place: Snow Ball Room, Rimrock Motel
*9:00 A.M.	Combined meeting of Vocational Education and Guidance Speaker: Mr. William Ball, Director, Vocational Education, Office of the Superintendent of Public Instruction

*All Guidance Meetings will be held at the First Congregational Church, 310 North 27th in Billings.

Glasgow

THURSDAY, OCTOBER 23	Room 21 - New Glasgow High School (Consult your program for the exact time of sectional) Speaker: Dr. Robert Gorman, Director, Counseling and Testing Center, University of Montana, Missoula

Missoula

THURSDAY, OCTOBER 23	Little Theatre, Missoula Sentinel High School Speaker: Mr. Jerry Johnson, Chief Probation Officer, Fourth Judicial District, Missoula

NATIONAL VOCATIONAL GUIDANCE WEEK
OBSERVANCE DATES SET

The fourth observance of National Vocational Guidance Week is scheduled for October 19-25, 1969. This annual event is carried out by state and local counseling and guidance groups affiliated with the American Personnel and Guidance Association. Its purpose is to increase public awareness and use of vocational guidance services. The following fact sheet was developed to provide persons with a more complete understanding of the observance and may be utilized by school counselors for disseminating information regarding National Vocational Guidance Week.

FACT SHEET

NATIONAL VOCATIONAL GUIDANCE WEEK is set aside to let people know what vocational guidance is, how it helps youth as well as adults to make sound career choices, where counseling and career guidance may be obtained, and why the further development of these services needs public understanding and support.

THEME: REACH FOR YOUR STAR THROUGH VOCATIONAL GUIDANCE - By capturing the deep personal feelings which are involved in the choice of a career goal, the theme stresses the importance of long range career planning. It lays equal emphasis on the role of guidance as a vital and practical aid in achieving the fulfillment of youthful aspirations. The theme also applies to older people who seek a new career either by choice or as a result of new circumstances which make a change of occupation necessary.

SPONSORS: National Vocational Guidance Week is sponsored by the National Vocational Guidance Association - a division of the American Personnel and Guidance Association - and its local branches throughout the nation.

NVGA is a professional association founded in 1913 concerned with educational and vocational guidance and with vocational development. Its more than 11,000 members include vocational guidance and occupational counselors in public and private schools, colleges, government agencies, voluntary agencies, government, industry, private counseling centers, and those engaged in student personnel work.

NEED: Rapid economic, social and technological changes are altering the nature and kinds of jobs available in our economy. They are making new and different demands on the skills and personal characteristics of workers of all ages. It is estimated that in coming decades, workers will experience three to four occupational shifts during the course of their working lives. Thus the process of vocational choice, once considered a one-time event of youth, is one of continuing accommodation to changing circumstances.

YOUNG PEOPLE face a bewildering career choice. The 1965 edition of Dictionary of Occupational Titles lists 23,000 kinds of work. Vocational Guidance can help them.

PERSONS IN THEIR FORTIES AND FIFTIES often face job changes due to obsolescence of skills and business closings, geographical shifts, or physical disabilities. Vocational Guidance can help them reassess capabilities in terms of current requirements and opportunities.

FOR DISADVANTAGED CITIZENS OF ALL AGES, vocational guidance, evaluation and training is scheduled, under new federal programs, to play a vital part in helping them to fulfill their ambitions as productive members of society.

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AIR FORCE FINANCIAL ASSISTANCE GRANT PROGRAM
1970 - 1971
Submitted by Jack Swayze, Colonel, USAF
Professor of Aerospace Studies
Detachment 455 Air Force ROTC(AU), University of Montana

The Department of the Air Force announced that applications are now being accepted for the Air Force Financial Assistance Grant Program for 1970-71. Students who feel that they can meet the competitive standards and qualifications for the grants may apply by writing to Air Force ROTC, Atten: ARTOI, Maxwell AFB, AL 36112 for further details and instructions. The application and processing period begins in June of the year in which the applicant completes his junior year of high school.

First-year applicants who have met the basic eligibility requirements will be further evaluated on the basis of achievement on the CEEB Scholastic Aptitude Test (SAT); high school academic and extracurricular activities records; personal recommendations by teachers and other persons outside of the immediate family; and a tentative medical qualification for flying certified by the family physician.

Applications must be postmarked by November 14, 1969. If there are questions, please contact Colonel Jack Swayze, USF, Professor of Aerospace Studies, Detachment 455, University of Montana, Missoula 59801.

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DEPARTMENT OF THE NAVY ANNOUNCES NROTC PROGRAM

The Department of the Navy announces the 24th annual competition for the Regular Navy Officers Training Corps (NROTC) Program. During the 1969-70 school year, approximately 1,700 high school seniors and graduates will be selected in nationwide competition for enrollment in the program upon matriculation at colleges or universities having established NROTC units.

The program provides tuition, fees and books for four years plus uniforms and a living allowance. For further information, consult the 1970 Regular NROTC Bulletin which was sent to all school superintendents and high school senior counselors earlier this year.

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NEWS ABOUT MONTANA COUNSELORS

RICHARD MATTSON, formerly Dean of Students and Associate Professor of Psychology at Northern Montana College, assumed duties as Director of Pupil Personnel Services in Missoula on August 1.

MIKE MAXWELL, graduate of Eastern Montana College has been employed as an elementary school counselor at Miles City.

CLARENCE SHIVELY, counselor for many years at Helena High School, retired at the end of the last school term. He and his wife are living at 2031 East Alder Circle, Mesa, Arizona 85201.

RALPH KNEELAND, counselor-educator and Dean of Education at Western Montana College, retired on July 1. He and his wife will continue to reside in Dillon.

GLEN BARROWS, high school principal and counselor at Harlowton last year, has joined the counseling staff at Helena High School.

Counselors either new or reassigned to the Helena Schools include SANDRA STEWART and WARREN RUETTEN, Sunhaven School; and JIM VAN METER and HARLEY IVERSON, Helena Junior High.

TOM HOCUTT is serving as a school counselor in the Townsend Public Schools.

TOM PETERSON, counselor at Custer County High School last year, is attending an academic year guidance institute at Colorado State College, Greeley.

JOSEPHINE HIRSH has assumed duties as a school counselor at Seeley Swan.

Counselors, either new or reassigned to the Missoula Schools include, BOB SPARKS and JAN NYQUIST, Hellgate; BERTHA BAILEY, Sentinel; LUCILLE EDWARDS and ANDY LOGOZZO counselors to Project 100; and CHARLES COUTRE, Missoula Technical Center.

KEN TINTINGER has accepted employment as school counselor at Fort Benton. Ken recently returned from the University of Rochester where he completed graduate studies in counseling and guidance.

REGINALD DUMONTIER, Guidance Director at Flathead High School last year, has accepted employment at Flathead Valley Community College as a counselor.

WALTER SCOTT, counselor at Eureka for the past few years, was named Superintendent of Schools at Broadview.

JAMES PATEK, a counselor at Hardin High School a few years ago, was employed as elementary school principal at Lockwood Junior High School in Billings.

GEORGE DELANEY, formerly a counselor at Paris Gibson Junior High School at Great Falls, was named principal of the Parkview Elementary School in Dillon.

BEN BEAUDRY, counselor in the ESEA Title Mobile Vocational Project last year, was named Superintendent of the Hardin Public Schools.

JOE MALETTA, counselor at Whitefish for the past few years, was named principal of the Whitefish Junior High School.

MARILOU LEYS is serving as a school counselor at Hardin.

RON SEXTON and RON SCHULZ, counselor-educators at Eastern Montana College for the past few years, have taken leave to pursue graduate studies at the University of Oregon, Eugene.

JAMES GRAHAM has assumed duties as counselor of the ESEA Title III Mobile Vocational Guidance Project.

DON BRIGGEMAN, principal of Powell County High School last year, is serving as head counselor of Billings Senior High School.

RUDY KOCH, Coordinator of Guidance and elementary school counselor at Butte, was named Director of Pupil Personnel Services for the Butte Public Schools.

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DON PETERS TO HOST ASCA MEMBERS

Don Peters, head counselor at Lewis and Clark Junior High, Billings and president-elect of the American School Counselors Association invites all ASCA members to attend a social hour on Wednesday evening, October 22, at his residence, 139 Birchwood Drive in Billings, phone 252-6076.

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APGA MEMBERSHIP

Persons interested in joining the American Personnel and Guidance Association may request application forms from APGA, 1607 New Hampshire Avenue, Washington, D. C. 20009.

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REPORT OF THE ELEMENTARY GUIDANCE WORKSHOP AVAILABLE

A report of the four Elementary Guidance Workshops, conducted by the Office of the Superintendent of Public Instruction last spring is available from Jim Fitzpatrick, Director of Guidance Services. The report includes a summary of the presentations made by various speakers and the perceptions of workshop participants toward the role of the elementary school counselor.

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STATUS OF NDEA TITLE V-a

To date, funds have not been appropriated for Title V-a of the National Defense Education Act for fiscal 1970. However the Joelson Amendment, which would fund the program at an amount similar to that of last year, has passed the House and is awaiting action by the Senate.

We will keep you informed as official word is received by the guidance section.

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LORAN FRAZIER JOINS STAFF AT GREAT FALLS VOCATIONAL TECHNICAL CENTER

Loran Frazier, formerly Vocational Guidance Supervisor and Director of the Migrant Program in the Office of the Superintendent of Public Instruction, joined the staff of the Great Falls Vocational Technical Center as Assistant Director and Counselor on August 1.

GUIDANCE PUBLICATION AVAILABLE

A publication entitled Sources of Occupational Information For Counselors, Teachers, School Librarians and Students was compiled by the Guidance Services Section during the summer of 1969. Persons desiring a copy should submit a request to Jim Fitzpatrick, Director of Guidance Services, Office of the Superintendent of Public Instruction. A copy was mailed with Guidance News & Views to those school counselors, administrators and school librarians on the mailing list. The publication includes a bibliography of materials for the counselor's library. It also includes a listing of professional reference books, occupation literature for selected job fields, vocational guidance and career development, national associations, educational training directories, financial aid and several others.

* *

DON PETERS TO ADDRESS APGA SECTIONAL

ASCA President-elect Don Peters will address a guidance sectional at the APGA Convention, March 24 in New Orleans, Louisiana. Also appearing on the program will be Dr. Berdie, University of Minnesota and Dr. Joseph Douglass, Director of the 1970 White House Conference on Youth.

* *

GUIDANCE JOURNAL FOR ELEMENTARY SCHOOL COUNSELORS

Persons interested in subscribing to the Elementary School Guidance and Counseling Journal, a quarterly publication, should submit $6.00 to APGA Subscription Dept. A-1, 1607 New Hampshire Avenue, Washington, D. C. 20009.

* *

ED STERLING RECEIVES APPOINTMENT

Edward Sterling, counselor at Billings West High School, was recently appointed the State ASCA Activities Coordinator. The appointment was made by Bert Mills, Chairman of State Divisions of the American School Counselor Association.

* *

1970 APGA CONVENTION DATES SET

The 1970 American Personnel and Guidance Association Convention has been scheduled for March 22-26 at New Orleans, Louisiana.

THE COUNSELOR AS A PUBLIC RELATIONS MAN

By Ron Swanson
Guidance Director
Fergus County High School
Lewistown, Montana 59457

When a school administrator begins to look for someone on his staff to represent the school system to the community, he looks for a person who has information about curriculum and educational policies of the school system; someone who can speak for the school system as a whole, not merely one specific subject area, and who knows what is being done by the products of this school system.

Do schools have such a person available? Check the Counseling Department. The counselor is the logical one to assume the job. Because of his involvement in such tasks as curriculum revision, follow-up studies and scheduling, he can speak on the many facets of education with some knowledge.

Recognizing Opportunity and Responsibility

Making use of publicity: Before you start muttering, "Swell! Here's another way to take some time from my counseling duties," it would be well to examine this new job to see whether it might not provide another way to help you in your counseling. If you can enlist community, parents and school personnel in your campaign to be of service to the students by use of a little publicity, time spent in public relations would be well spent.

> NOTE: Normally, we do not find this "logical" choice, the school counselor, serving as speaker for the system, and all too often we find that the counselor has not even done an adequate job of letting the public know who and what he is.

Informing the public: Counselors, like most specialists, get the impression that everyone is as familiar with their work as they themselves. This may not be the case even among faculty members at the same school. A significant number of people do not know what a guidance counselor is and what he does. This situation is not due to lack of interest, but to the fact that guidance counseling is a relatively new field in education. Someone must do the explaining, and the guidance counselor is the one to do it.

As the counselor justifies his own existence, he can do a fine job of public relations for the entire system. Though young counselors may have difficulty in believing that the parents of their counselees are not acquainted with counseling as part of the educational system in the school, they should remember that those who are forty years of age or older never encountered a guidance counselor when they were in grades one through twelve.

The counselor who spends his time helping a child select the proper courses from a wide variety available, meet college requirements, or gain entrance into trade schools or apprentice programs was not in evidence when education was on a "one-track" system thirty years ago and a small minority of each class went to college. Those were the days when the unskilled laborer still had a chance on the labor market. The counselor who spends his time explaining test results to a student may not have been needed thirty years ago when standardized tests were rarely given (and, if they were, the results were diligently guarded from student and parent).

As these people did not seem necessary some time ago, we owe some explanation for their presence now.

Accepting responsibility: Consider, too, that the role of public relations man for the school system is part of the counselor's job. In a pamphlet entitled The Role of the Secondary School Counselor, published by the American School Counselors Association, there is a section called "The School Counselor -- What He Does." Item number ten in this section states:

10. He carries out a program of public relations by:

-- participating in programs of various community groups.
-- furnishing information regarding the counseling and guidance programs to local publishers, radio, and T.V. stations.

Clearly, the American School Counselors Association recognizes the responsibility of the counselor in the area of public relations. While the pamphlet does not explain this role fully, it leaves no doubt that public relations is a matter of counselor concern.

Carrying Out the Task

The problem arises as to how best to carry out the public relations task that should be assigned to the counselor. How can the counselor get to the leaders in the community, the general public, parents, and other faculty members to explain all of the workings of his department?

The personal approach: The personal approach is the most effective public relations tool. What could be more interesting than a well-prepared program on the local school system, stressing such things as innovations in education being attempted by the school, accomplishments of local educators and students, or the needs of the school system? Needless to say, one of the prime topics should be the function and operation of the school Guidance Department. A counselor talking about his own program and life's work to a captive audience should be most effective.

CIVIC CLUBS: Local organizations, such as Lions International, Kiwanis, and Rotary, are ever on the alert to enlist educators in their work and always striving to present interesting programs to their members at meetings. These civic clubs can be used as our open door.

In addition to service organizations, don't overlook the Chamber of Commerce, Junior Chamber, Civitans, Business and Professional Women, fraternal organizations, P.T.A.'s and a host of other organizations which house the leaders of your community. If the counselor is not a member of an organization, a call to its program chairman is sure to put him on the agenda at an early date. Everyone is, or should be, interested in how the school system as a whole is meeting the demands of space age education.

TOPICS: A counselor, by analyzing follow-up data on graduates and grade reports from colleges, can give a good presentation summarizing how the local educational product is faring. High test results, scholarship winners, and excellence in debate, drama, athletics, etc., make interesting topics and are well calculated to stir up civic pride in the school system.

If you can arrange to make your presentation to one such club and do the job you are capable of, with enthusiasm, you should have no difficulty getting invitations to speak to other groups. If the invitations don't come . . . push a little!

News releases: News releases to the newspaper, radio, and TV media are another effective means of informing the public. Some effort must be made to establish a central news release agency for the school to be sure that each newsworthy event gets recognition and to avoid duplication of releases. If you are "on the ball" when the time comes to notify the news media about impending school events of community interest, you will find cooperation when the time comes to request publicity for a pet project.

Most press and radio releases concerning student achievement and awards should originate from the Guidance Office, since the counselor has most likely been in on the process of obtaining scholarships and awards from the beginning and will know the details and the material to release. If the representatives of all the news media become accustomed to receiving their releases from the same source, a working relationship is much easier to establish. The counselor, therefore, should be willing to assume the extra duty of working up news releases that have to do with his program and which could serve as an incentive to other students to work toward such a goal.

Open-letters: Another useful public relations technique is the school-printed, take-home letter. Here is an example of the one used at Fergus County High School:

> Dear Parents,
>
> Would you be interested in learning more about:
> 1. Your child's test results?
> 2. Graduation requirements from FCHS?
> 3. College entrance requirements?
> 4. Trade and vocational schools?
> 5. Scholarships and loans available?
> 6. Your child, his choice of vocation, and chances for success?
> 7. Your child and his progress in high school?
>
> If so, feel free to contact the Fergus County School Guidance Department, Phone 538-8431.

This type of open letter to parents is an interest stimulator and, at the same time, serves to outline some of the fuctions of the Guidance Department to parents. These letters can be placed in the envelope with the student's report card. If you feel that some students would prefer that their parents and the Guidance Department never get together, however, the latter should be mailed to insure delivery. An invitation to discuss something as important as the future of their children is almost impossible for parents to pass up.

FOLLOW-UP: Once the invitation has been extended, scheduling a definite conference time for meeting with the parents is the next step. Be sure to follow up on your letter and meet with the parents at the earliest opportunity. Opening the door to this kind of Parent-Counselor relationship could be the best thing that ever happened to your department.

For many parents this meeting with the guidance counselor will be the first contact with the school which is not highly structured. They have been to PTA meetings

and they have listened to reports at Parent-Teacher conferences at grading time, but now they are involved in an informal visitation talking to someone who knows a great deal about their child and wants to learn more about him to help him fulfill his potentialities. By sharing information about the student, both parent and counselor gain a better understanding of him. Here is an opportunity to show parents how the entire school system is geared to provide service and high quality education to their children.

Speaking Out

What I am advocating is the counselors speak out, come out of their offices, spread the word, and do what is necessary to make important people aware of the services of the Guidance Department. These are the important people:

- First, the students. . . . Make students aware of your services and encourage them to make use of them.
- Second, the parents. . . . Inform parents of what you are doing and trying to do for their children.
- Third, the community. . . . Let the community know what is being done in the school system they support financially, what the achievements of this system and the individuals within it have been. Let them know that not all teenagers are "beat" or "hip."

  PRAISE: Make more information available on the clean-cut, intelligent, mature high school student who constitutes the bulk of our population. The fine athletes, scholarship winners, citizenship award candidates, debate teams, and all of the others we are justly proud of, deserve mention on page one. The counselor can and should help see that they get the recognition they deserve.

- Last, but certainly not least, the faculty. . . . Let the faculty know how you can be of service to them and how they can help you do your job. The classroom teacher is the closest one to the student and can help in identifying students who should avail themselves of your services. Make the Faculty Guidance Committee in your school an active committee.

Uniting efforts: Once the counselor has done his public relations job, and the community is aware of the services offered by his department, he will find that Counselor-Parent conferences do not necessarily come about as a result of pupil-school crises. Parents will actively seek the counselor's help for information on colleges, financial aids of all types, jobs (part or full time), and for an assessment of the abilities of their children. Good public relations can create an ideal union of counselor, student and parent.

Taken from The Guidance Clinic, May 1969
Parker Publishing Co. Inc., West Nyack, New York, New York 10994
Reprinted by permission from the author.

ARE YOU FAMILIAR WITH THESE MATERIALS?

Collegians Guide to Part-time Jobs. Russell H. Granger. ARC Book Inc., 219 Park Avenue South, New York, New York 10003.

Educators Guide to Free Guidance Materials. Educators Progress Service, Inc. Dept. PGJ, Randolph, Wisconsin 53956.

Pupil Personnel Services. Garry Walz and James L. Lee. ERIC Counseling and Personnel Services Information Center, University of Michigan, 611 Church Street, Ann Arbor, Michigan 48104.

Pupil Personnel Administration: New Perspectives and Foundations. Vincent F. Colia and Bartholomew D. Wall. Charles C. Thomas Publishers, 301-327 East Lawrence Avenue, Springfield, Illinois 62703.

Dimensions of Effective Counseling. Thomas Allen and John M. Whiteley. Charles E. Merrill Publishing Company, Columbus, Ohio 43216.

Elementary School Guidance. James Hansen and Richard Stevie. The Macmillan Company, 866 Third Avenue, New York, New York 10022.

The Handbook of Private Schools. Porter Sargent Publisher, 11 Beacon Street, Boston, Massachusetts 02108.

Counseling and Learning Through Small Group Discussion, Edited by Dr. Helen I. Driver. Monona Publications, P. O. Box 322, Madison, Wisconsin 53704.

Cost of Secondary School Guidance Services, Edited by Ray Warner. Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20402.

Developmental Counseling, Edited by Donald H. Blocher. The Ronald Press Company, 15 East 26th Street, New York, New York 10010.

Guidance in Elementary Schools, Edited By Herman J. Peters, Bruce Shertzer and William Van Hoose. Rand McNally and Company, College Department, P.O. Box 7600, Chicago, Illinois 60680.

Guidance in the Classroom, Edited by Ruth Strang and Glynn Morris. The Macmillan Company, 60 Fifth Avenue, New York, New York 10011.

Guidance in Today's Schools, Edited by Donald G. Mortensen and Allen M. Schmuller. Wiley and Sons, 605 Third Avenue, New York, New York 10016.

Guidance Services in Elementary Schools, Edited by Hyrum M. Smith and Louise O. Eckerson. Superintendent of Documents, U.S. Government Printing Office, Washington, D. C. 20025.

High School Testing Programs. Science Research Associates, Inc., 259 East Erie Street, Chicago, Illinois 60611.

Operating Guidance Services for the Modern School, Edited by Gerald T. Kowitz. Holt, Rinehart and Winston, Inc., 383 Madison Avenue, New York, New York 10017.